RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 2, 1998

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Mark:

ADDITIONAL *Doral Gratis* product (6M) has been ordered, along with 16 15-Pack Carton Kits, Item #536813 to pack and ship this promotion to participating retail accounts. RJR Manager, R.Tanchyk will provide a Customer List for this additional order.

8033-1594

DORAL BRAND STYLES	#/(3M) GRATIS Cases	GRATIS UPC Code
Light	2	12300-21861
Lt 100	4	12300-24987
Men Lt 100	2	12300-24990
FF	2	12300-21859
FF 100	4	12300-24988
Ult Lt 100	2	12300-24991

15-Pack Carton Kits (Item #536813)

SKU CUBE:	**1.8512**
SKU WT (w/o Product):	**4.4800 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**20 Savings Cartons**
Product / Display Arrival:	**February 16, 1998**
Ship Date to Retail:	**Week of: February 23, 1998**
EFT $ Amount:	***Gratis Product*** ***(No additional Live product ordered)***

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Source: https://www.industrydocuments.ucsf.edu/docs/ljpy0000

Promotion Description:
Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

See attached 'Wholesaler Packing Instructions'

RJR will reimburse you $9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **$144.00 (16 (12M) case(s) @ $9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: ~~182503~~ J. Mc Lean
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/ljpy0000

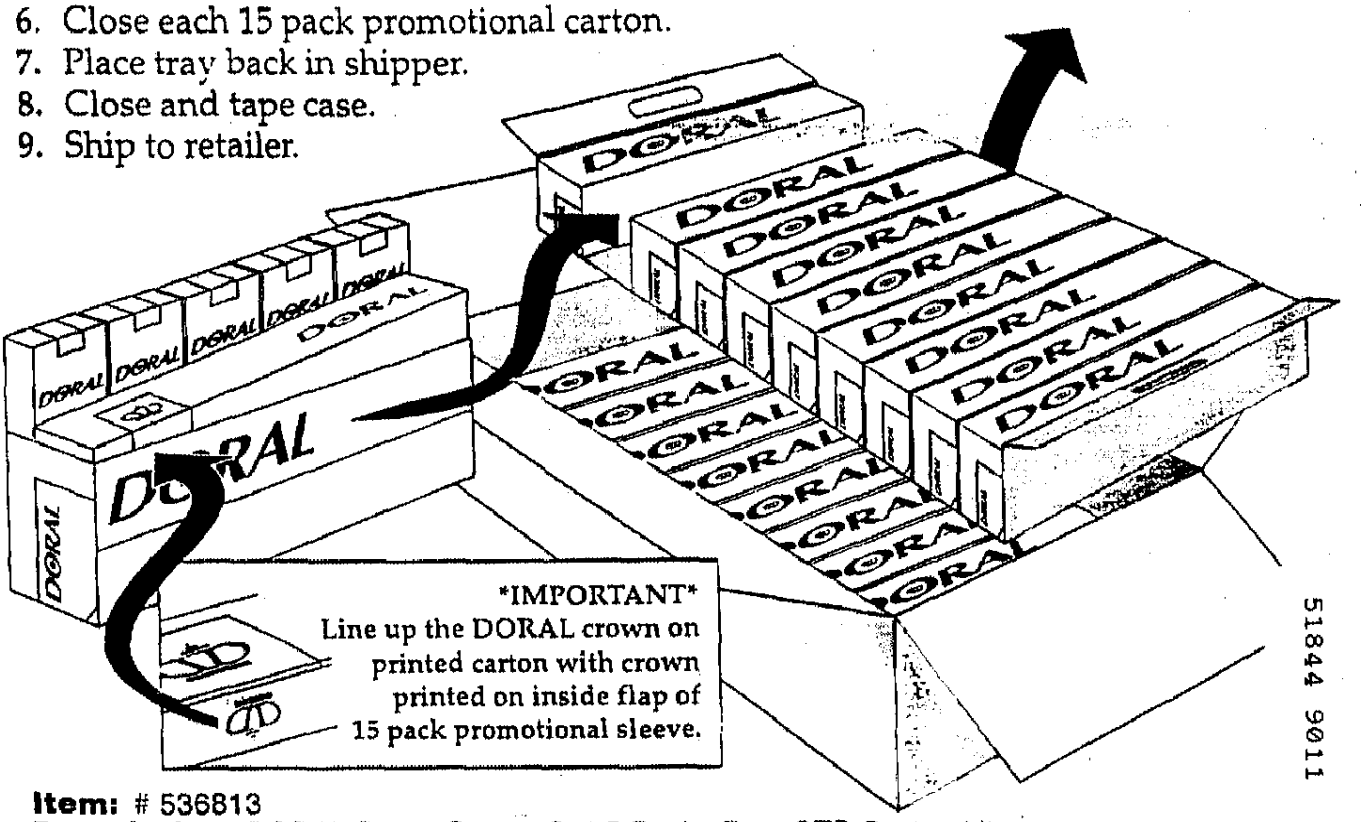
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). **Gratis product is in white cartons.**
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). **Gratis product is in white cartons.**
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.



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Item: # 536813
Description: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Ensure Brand mix in Display					

Source: https://www.industrydocuments.ucsf.edu/docs/ljpy0000